



VISION 2021
- A FIVE YEAR PROVINCIAL TOURISM
STRATEGY

2018 Report Card

Leadership

- Create a stronger voice for tourism that inspires greater industry engagement, aligns and strengthens research, marketing, and product development, and reduces regulatory and administrative burdens within the industry.

Product Development

- Create visitor experiences capable of playing a key role in differentiating PEI as a unique and distinctive island destination with focus in key areas of soft-adventure, nature-based, culinary, and indigenous product and supports the clustering of product.

Marketing

- Communicate clearly and effectively to a well-defined target audience with campaigns which are sufficiently and securely funded.

Access

- Ensure healthy access to the province (air, ferry and bridge) and supporting infrastructure for safe transportation throughout the province. Ensure adequate financing for start-up, expansion and modernization of SMEs.

Labour

- Ensure a committed, skilled and professional industry leadership and workforce to professionally supply peak requirements and support shoulder season expansion.

GOALS 2017 - 2021

PILLAR 1 – LEADERSHIP INSTITUTIONAL ARCHITECTURE AND RESPONSIBILITIES

- MRS consultants commissioned to review the key takeaways from V2021.
- MRS consultants released discussion paper “Growing Tourism Together” outlining a new framework for government and industry to work together. Key strategic directions identified.
- Government is taking the recommendations from the discussion and is prepared to advance the governance updates as they relate to the Crown corporation as an initial first step.
- Amendments to the governing legislation in the Tourism PEI Act and the Tourism Industry Act updates have been drafted with feedback and recommendations from a temporary task force of three industry members and are now in the queue for the Spring sitting of the Legislature.
- A Board will have to be recruited (most likely through Engage PEI), appointed and a governance expert will help with important policy manuals to direct the Board’s work.

Research Integration

- Consolidation of research team and outreach to RTAs/DMOs, for research plan development input.
- The Strategic Initiatives Division's research unit seeks to enrich and expand its industry engagement with a renewed focus on accurate, timely and relevant research.
- The integration of Dr. Dongkoo Yun, Chief Research Strategist, into the department has created a more seamless, productive and dynamic research environment that has been instrumental in achieving these goals.
- Dr. Yun has been involved in the outreach to all of the RTAs/DMOs across PEI. These outreach meetings have yielded robust discussions regarding current and future research needs
- Tourism PEI collaboration with RTAs for development of 2018 Exit Survey

PILLAR 2 – PRODUCT DEVELOPMENT

COASTAL CIRCUIT AND THREE COASTAL DRIVES

- The Coastal Circuit drive concept is a marketing initiative to ensure our visitor know that by touring our three Coastal Drives they can cover the whole coast of PEI. The existing Coastal Drives have been assessed and capital improvements have been made to increase the profile of the look offs including enhancement, refurbishment, and repairs of everything from “points of interest “signage, to pull offs, interpretative panels and infrastructure identifiers. Directional signage has been improved where appropriate.
- We consider the “flagship” project as identified in the V2021 report to be an important platform that can be used to build and cluster products and to market these products effectively.

- Look offs that were developed outside the Drive process in western PEI have been integrated into the North Cape Coastal Drive. Infrastructure to help identify these new look offs in western PEI will be ready for the 2018 tourism season.
- New symbols for look offs have been included in the Visitor Guide and Island Map for 2018.
- The Marketing Division is working on ways to increase the profile of the Coastal Drives in our marketing plan for 2018 through our materials and messages that go to visitors.
- There will be consistent introductions and closings for videos for each Coastal Drive that will deliver the message of a complete coastal circuit for visitors to enjoy through our three existing coastal drives.
- M&C Delegate Virtual App 2.0 with a dedicated interface for coastal experiences along coastal routes – directed to meetings and conventions delegates pre/post vacation stay promotion with an emphasis on Spring and Fall Touring Experiences

PILLAR 2 – PRODUCT DEVELOPMENT

SOFT ADVENTURE

Waterways Paddling Festival (Borden-Carleton): Introduced in 2017 and hosted by the Central Coastal Tourism Partnership, the festival focuses on Kayaking and Indigenous Music and Culture. The 2018 event will be held June 22 - 24 and will be based out of Borden Carleton. Tourism PEI is a funding partner.

Bonshaw-Strathgartney Trail Development:

- Over 20kms of hiking/cycling trails have been developed at Bonshaw Hills Provincial Park. The public response to the system has been outstanding.
- Additional trails have been introduced at Strathgartney Park.
- Provincial Parks will continue to develop additional trail at Strathgartney over the next few years.

Brookvale Trail Development:

- In the summer of 2017, new trails were added to the Brookvale Nordic site mountain bike network of trails.
- The new trails feature swales and banked turns for a unique riding experience.
- Additional trails will be introduced at Brookvale over the coming years.

Brookvale Nordic Center Fatbiking Trail:

- During the winter of 2018, Brookvale introduced Fatbiking at Brookvale. Approximately 8km of trail will be groomed exclusively for Fatbiking.
- Tourism PEI assisted Cycle PEI with a grant to purchase Fatbike grooming equipment. Cycle PEI intends to groom a number of trails for Fatbiking this winter.
- Provincial Parks has purchased 3 Fatbikes which will be available for rent (1hr rental \$25, 3hr rental \$50) at the Nordic site. Fatbike trail passes will be available for \$6/day.
- A new Fatbiking/Snowshoe season pass will also be available in addition to an All Access Nordic pass which will cover cross country skiing, snowshoeing and fatbiking.

Season Extension – Year-round tourism

- Discover Charlottetown Snowshoe initiative - encouraging partners to create packages with self guided snowshoe guides and/or Experience PEI
- Discover Charlottetown & Tourism Cavendish Beach are packaging around existing initiatives - Small Halls, Theatre
- Discover Charlottetown and Tourism Cavendish Beach to create Spring and Fall City Beach packages and highlight open businesses
- Discover Charlottetown provided Google Business Training and provided a group of 60 members training to learn to update Google business listing, hours of operation and holiday hours

Marketing

- The Provincial marketing division incorporated outdoor adventure into its 2017 campaign and will continue to prioritize this activity as one of the key demand generators going forward.

New Experiential Tourism Product

- Workshops targeted to possible new experiential providers were held across the Island in March of 2017.
- 25 new certified experiences were added to the inventory of Authentic PEI Experiences. The new experiences included:
 - o 3 new indigenous experiences with the Lennox Island First Nation,
 - o 13 new variations of “Farm to Table” experiences, and
 - o 4 new water based experiences.
 - o other new experiences are based on artisans and culinary.
- There are tentatively 10 new experiences to be introduced for 2018.

First Nations

- Waterways Paddling Festival (Borden-Carleton) will integrate Indigenous demonstration of music and culture.
- The Lennox Island First Nation provided campfire, storytelling and drumming, quill work art, dream catcher making, beaded jewelry making, and basket weaving demonstrations, as well as musical entertainment by the “Hey Cuzzins Drum Group” for the 2017 event and will be part of the 2018 festival.
- In 2017, the Mi'kmaq Confederacy of Prince Edward Island occupied space in the Cavendish Visitor Centre to showcase their indigenous heritage through interpretative displays and demonstrations of music and artisans.
- Staff representatives continue to participate and attend meetings at the national level sponsored by the Indigenous Tourism Association of Canada.

Lennox Island First Nation has developed 3 new Authentic PEI Experiences that were piloted in 2017 and will be available in 2018.

These experiences include:

- o “The Beat of One Drum”
- o “Mi’kmaq Quillwork Art”
- o “Bannock and Clams”
- Additional experiences are under development.

Industry Engagement

- The Research Unit has initiated regular meetings with the RTAs to explore research opportunities.
- The Marketing Division is working close with the RTAs to discuss opportunities for partnership in the 2018 marketing plan.
- The Development Division continues to work with RTAs to continue to explore product development initiatives.
- Digital Marketing session inclusive of this topic to be delivered in May 2018 for approximately 40-50 operators by Meetings & Conventions.
- Continued production and sharing of the M & C PEI Booked Convention List identifying group arrival, departures and attendance numbers
- RTAs participating in ACOA STEP program within communities (Strategic Tourism Expansion Program).
- Many RTAs are delivering AMR program to operators on an annual basis.

June/ Spring Initiative

- April 28, 2017, the inaugural “Cape Traverse Ice Boat Festival” was held in western PEI to celebrate the ice boats historic crossings to the mainland.
- June 9-11, 2017 the inaugural “Waterways Paddling Festival was held in the Victoria/Borden-Carlton area. This festival will be offered in 2018.
- June 25, 2017, the inaugural “PEI Lobster Festival” was held in Souris. This new Spring culinary event attracted 53% off Island visitation in its first year. This festival will be offered in 2018.
- June 30 - July 2, 2017, the inaugural “Stompin’ Tom Festival” was held in Skinner’s Pond. This festival featured Island food and the music of Stompin’ Tom Connors. This festival will be offered in 2018.
- The Department is currently exploring options to stimulate further tourism activity in the Spring season through a process involving a call for an “Expression of Interest”.
- Creation of a new Meeting Planner Spring Summit Conference/Trade Show to take place in PEI May 2019

Culinary Tourism Initiative

- PEI Lobster Festival held in June in Souris showcased lobster and demonstrations such as lobster trap building etc. This new Spring culinary event attracted 53% off Island visitation in its first year. The lobster meal hosted By Chef Michael Smith sold out well in advance of the Festival.
- For the first time ever Fall Flavours offered three new “Coastal Community Culinary Events”, in 2017. These events were held in Georgetown, September 7, Tyne Valley, September 21, and in North Rustico September 29. These events were designed to showcase the local area restaurants as well as the individual character of the three coastal communities.
- For the first time ever Fall Flavours offered a Signature Event in 2017 that was built around showcasing the skills of Island chefs. The event - “The Chefs Island” was hosted by Chef Michael Smith and delivered by Discover Charlottetown and the Chefs Association of PEI.
- 13 new variations of “Farm to Table” Authentic PEI Experiences were developed in 2017, in addition to another 3 that involve food.
- The Marketing division will continue to position Prince Edward Island as ‘Canada’s Food Island’ to consumers, media and trade.

Waterfront Development Initiative

- New sailing experiential product has been developed in North Rustico and Charlottetown (Red Sand Sailing and Saga Sailing Adventure).
- A new Sailing tour has been developed in Charlottetown that features the opportunity to sail on a Chinese Junk boat (The Chinese Junk Boat Tour).

Confederation Trail Facility and Linkage Development

- Upgrades will be made to an existing section of trail from Lake Verde to Fort Augustus that include rock dust for approximately 13 km's and the addition of 3 new compostable toilets.
- As the existing Confederation Trail ends at Fullerton's Marsh and starts again at the Mt. Herbert Road a wooden boardwalk measuring about 120 meters will be constructed across a stream and over the marsh. In addition 2 km's of newly constructed trail will be developed that will realign the Great Trail/Confederation Trail off the TransCanada Highway and will connect to the existing Murray Harbour Branch of the Confederation Trail.

Meetings and Conventions PEI (MCPEI)

Take online marketing to the next level

- M&CPEI Marketing Collateral Asset Sharing Agreements initiated with RTA's
- Strategic partnership with Crowdriff – digital visual asset marketing platform partner
- Relevant Online Valued Content for Planner - Meet Me Here Planner Webisode Series Pilot Development and Launch- March 2018

Initiate Ambassador Program

- Plan for enhanced investment in local marketing to encourage meetings and conventions local ambassadors / champions with a goal to increase # of ambassadors and engagement within existing set.

Golf PEI

- As a long-recognized draw for tourism on PEI, golf continues to expand their reach and appeal to the target market.
- Eight commercials running during televised PGA Tour events, featuring all member golf courses.
- This year's marketing theme: "With over 400 Fairways, closer than you can imagine"
 - o Reinforce Quantity, Quality & Proximity
 - o Encourage repeat visits to play other courses
 - o Less driving, more playing!
 - o People recognize that PEI is small, and 400 Fairways creates a lot of buzz!

Anne of Green Gables

- CCTP leading roundtable group made up of Anne/Montgomery stakeholders from across the province. Increased focus to promote & recognize Montgomery, in addition to Anne.
- TCB has developed a new promotional commercial highlighting Anne.

PILLAR 3 - MARKET POSITIONING AND COMMUNICATIONS

- A brand positioning statement, that is widely accepted as detailed in the V2021, will be used by Tourism PEI as the base for the provincial campaign.
- Less focus on print and more on digital – Decreased # of VG by 25,000 and maps by 65,000.
- Strong digital focus in the provincial marketing campaign through targeted advertising called 'programmatically media buys' and 're-targeting'. This type of advertising is online and serves ads to people who have already expressed an interest in Prince Edward Island.
- Early indicators of success of campaign 'Come Find Your Island' include increased engagement on provincial website and social media channels and ultimately increased visitation to the Province.
- Eliminate print copy of the Confederation Trail Guide. Continue with full and enhanced digital version and print copies of maps.
- Build on this direction in consultation with industry stakeholders.

PILLAR 4 - ACCESS AND INFRASTRUCTURE, FACILITATION

Air Access

- Partnered with the Charlottetown Airport Authority and commissioned InterVista Consulting to undertake two studies:
 - US Air Access Study which looked at opportunities to secure direct air access to US markets.
 - Assess the catchment and leakage of passengers through the Charlottetown Airport.
- On China Air Access, we continue to work with the Halifax Stanfield Airport Authority to examine opportunities to provide direct air access into Halifax as the gateway to Atlantic Canada.

Service Access (Parks and Charlottetown VIC)

Shoulder Extension Access

- 4 day use Provincial Parks were kept open for an extra month (Argyle Shore, Bloomfield, Kings Castle, and Basin Head) in 2017.
- Cabot, Red Point, Northumberland and Panmure Island Provincial Campgrounds were all open 1 extra week in the fall in 2017.
- Brudenell Provincial Park stayed open until Thanksgiving weekend 2017.
- Charlottetown VIC Extension and trial of year round operations for 2017-2018
- **Infrastructure Improvements**
 - Building two new washrooms. One at Brudenell River Provincial Park and Cabot Beach Provincial Park.
 - Purchasing new playground equipment for Borden Gateway Village, Jacques Cartier Provincial Park and Kings Castle Provincial Park.

PILLAR 5 – HUMAN RESOURCE PRIORITIES

- Cavendish Transit Project Support for 2018 - \$17,500
- TIAPEI–Sector Council Training Initiatives funding provided
- Agreements with various tourism operators under Graduate Mentorship Program, EmployPEI, Post-Secondary, Ready to Work Youth Program, Career Prep and the Canada Job Grant.
- Working towards a new Basic (Line) Cook Program in partnership with Holland College (preliminary stages).
- WorldHost training for all licensed taxi drivers in the City of Charlottetown implemented as part of revisions to the Taxi By-laws.
- Experience Specialist Certification Program now being offered in every region.
- The Extra Mile Award - Visitor nominated service awards, encouraging excellent customer service .

2017 - 2021

The ultimate
goal is
“Progress, not
Perfection!”



TOURISM
MATTERS
PRINCE EDWARD ISLAND
VISION 2021